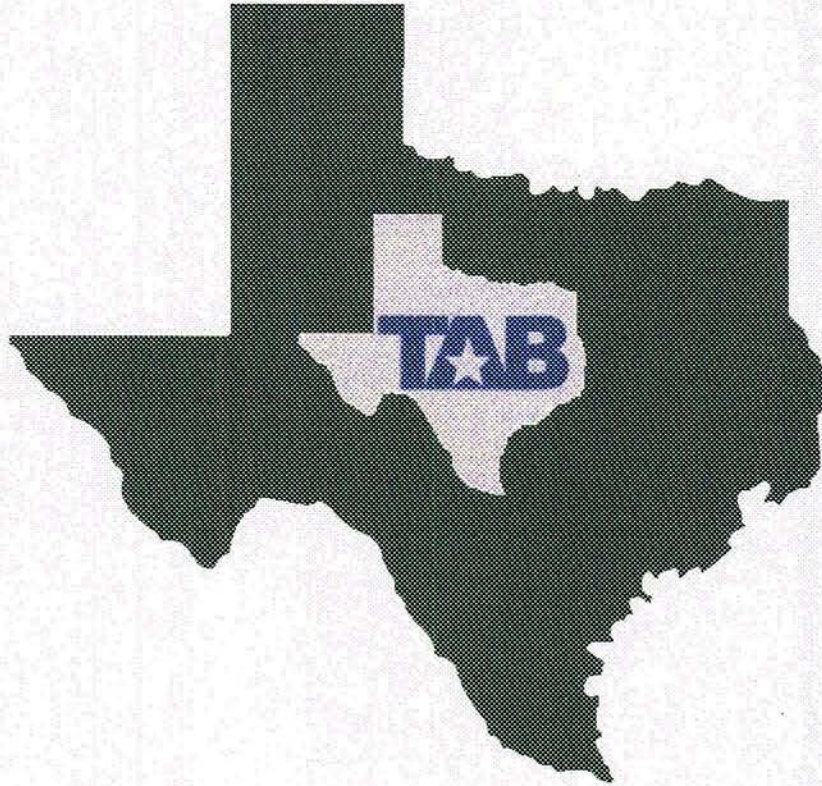


Texas



Texas Association of Broadcasters

TEXAS



The background of the entire page is a close-up, slightly blurred image of the Texas state flag, showing the blue field with a white star and the red and white stripes.

# \$3.7 billion

**Donated by Texas broadcasters  
to local communities**

*More than any other industry!*

Texas Association  
of Broadcasters  
2008 Public Service Report





In the past 10 years Texas broadcasters donated

**\$3,704,916,311**

to local communities.

Texas radio and television stations mirror the beliefs and culture of the neighborhoods they serve.

Broadcasters are committed to localism and to fulfilling the public's trust.

The amount of service broadcasters provide 24 hours/day 365 days/year is LIMITLESS.

### **AMBER Alerts**

Nearly 400 children nationwide have been safely rescued from violent abductions thanks to the AMBER Alert program created by Texas broadcasters in 1997. The program communicates life-saving information to radio and TV audiences in the critical first hours of abduction.

### **Local News, Community Programming, Sports**

Localism is the backbone of community service from farming communities to big cities. When breaking news occurs, listeners and viewers turn first to their local radio and television stations. Texas broadcasters are involved in their communities and are dedicated to covering local news, community programming and area sporting events.

### **Emergency Warnings**

Citizens depend on their local Radio and TV stations for up-to-date information in times of crisis. Whether it's a hurricane, flood or wildfire, residents all across the Lone Star State turn to their local stations when emergencies arise. Broadcasters relay life-saving information through news programming and the Emergency Alert System.

### **Political Forums**

Texas broadcasters serve as bridges of communication between local officials and their communities. Radio and TV stations are committed to providing the means for lawmakers and candidates to be heard.







## Charities

Broadcasters donate countless hours of airtime each year to help charities raise funds, collect winter coats and stock food pantries for such groups as the Susan B. Komen Breast Cancer Foundation, Coats for Kids and the North Texas Food Bank.

## Community Involvement

Broadcasters' leadership and involvement in community groups provides keen insight into audiences' pressing needs. Whether serving on boards and volunteering for special causes or reaching out to local schools, broadcasters are tuned in to local communities.

## Scholarships, Internships

Texas broadcasters and their related foundations support students who will become the future leaders of our country. The Texas Broadcast Education Foundation annually provides eight scholarships in the amount of \$2,000 each to Texas college students. Stations also award scholarships and internships to help students get the valuable experience they need to advance their careers.

## Technology

When it comes to state-of-the-art technology, broadcasters are on the forefront. Texas stations have spent millions to make the switch to Digital Television and High Definition Radio. Listeners and viewers are getting more channels, clearer sound, crisper video – FREE from over-the-air broadcasters.

**Texas Association of Broadcasters  
2008 Public Service Report**



## \$3.7 billion donated by Texas broadcasters to local communities since 1998

- **Limitless** – the amount of service broadcasters provide 24 hours/day, 365 days/year including AMBER alerts for abducted children, hazard warnings, weather and traffic, emergency school closings, free sports and entertainment, news, local event announcements, civic reports and community programming
- **321** – number of stations that provided data this year  
*Less than 25 percent of Texas stations provided data on their public service.*
- **1,305** – the total number of radio and television stations in Texas  
*Only a fraction of these provided data for the report. Otherwise the total would increase significantly.*
- **\$954,875** – average annual contribution by each participating station since 1998
- **14,991** – number of political debates & forums aired by Texas stations since 1998  
*26,580 more were offered but refused by candidates.*
- **\$2,035,829** – cash contributed by stations to scholarships and civic causes in the past year alone
- **\$207 million** – amount stations raised in the past four years for charities such as children's hospitals, food banks, humane societies, the Muscular Dystrophy Association and other community service projects
- **4 million** – average number of community service announcements broadcasters aired per year informing viewers and listeners about efforts such as restocking food banks, providing school supplies for needy children and promoting awareness of healthcare and environmental issues

This report is part of the Texas Association of Broadcasters' 2008 Public Service Research Project. Each year, TAB surveys Texas' 940 radio and 365 TV stations about their public service activities of the preceding 12 months.

About one-fourth of stations reply.

Results are NOT extrapolated and cover ONLY the 321 responding stations.

Responses are compiled by Dr. August Grant, visiting associate professor at the University of South Carolina.

Contact TAB at (512) 322-9944 for more information about the project or to request additional copies of this report.



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